

## **AMENDMENTS**

### **In the Claims**

The following is a marked-up version of the claims with the language that is underlined (“\_\_\_”) being added and the language that contains strikethrough (“—”) being deleted:

1.– 20. (Canceled)

21. (Currently Amended) A system for communicating information about an advertisement, comprising:

logic in an advertisement content server configured to receive advertisement information associated with a plurality of advertisers;

logic in an advertisement content server configured to store the information as records within defined fields;

logic in an advertisement content server configured to provide, to a user, a search window that includes a plurality of search fields, the plurality of search fields configured to receive user-defined search criteria, the plurality of search fields including a first search field configured to facilitate a search of a predetermined first criteria, the first criteria being about the advertisement, the plurality of search fields including a second search field configured to facilitate a search of a predetermined second ~~search~~ criteria, the second criteria being about the user, the plurality of search fields including a key field configured to facilitate a search across the first search field and the second search field;

logic in an advertisement content server configured to receive a search request from the user;

logic in an advertisement server configured to receive, from a user, at least one search term, the at least one search term being related to at least one of the defined fields;

logic in an advertisement content server configured to perform a search function according to the at least one search term; and

logic in an advertisement content server configured to transmit to the user at least a portion of information resulting from the search function.

22. (Currently Amended) The system of claim 21, wherein the system is configured ~~to~~ to perform at least one of the following:

provide at least one advertiser access to the information via the ~~Internet~~. Internet; and  
provide at least one advertiser with access to the information via a remote database  
client.

23. (Canceled)

24. (Currently Amended) The system of claim 21, wherein at least one field includes at least one of the following:

broadcaster identification ~~information~~. information; and  
advertiser identification information.

25. (Canceled)

26. (Previously Presented) The system of claim 21, wherein the system is configured to charge a fee for accessing the information.

27. (Previously Presented) The system of claim 21, wherein the advertisement information includes unpublished advertisements available through the advertisement content server.

28. (Currently Amended) A method for communicating information about an advertisement, comprising:

receiving, by a computing device, advertisement information associated with a plurality of advertisers;

storing, by a computing device, the information as records within defined fields;

providing, by a computing device, to a user, a search window that includes a plurality of search fields, the plurality of search fields configured to receive user-defined search criteria, the plurality of search fields including a first search field configured to facilitate a search of a predetermined first criteria, the first criteria being about the advertisement, the plurality of search fields including a second search field configured to facilitate a search of a predetermined second ~~search~~ criteria, the second criteria being about the user, the plurality of search fields including a key field configured to facilitate a search across the first search field and the second search field;

receiving, by a computing device, a search request from the user;

receiving, by a computing device at least one search term from a user, the at least one search term being associated with at least one of the defined fields;

performing a search function, by a computing device, according to the at least one search term; and

transmitting, by the computing device, at least a portion of information resulting from the search function to the user.

29. (Currently Amended) The method of claim 28, further comprising providing at least one of the following:

at least one advertiser access to the information via the ~~Internet~~; Internet; and

at least one advertiser access to the information via a remote database client.

30. (Canceled)

31. (Currently Amended) The method of claim 28, wherein at least one field includes at least one of the following:

broadcaster identification ~~information.~~ information; and  
advertiser information.

32. (Canceled)

33. (Previously Presented) The method of claim 28, further comprising charging, at a computing device, the at least one advertiser a fee for accessing the information.

34. (Previously Presented) The method of claim 28, further comprising receiving, at a computing device, unpublished advertisements available through the advertisement content server.

35. (Currently Amended) A computer readable medium for communicating information about an advertisement, comprising:

logic at a computing device configured to instruct a programmable device to receive advertisement information associated with a plurality of advertisers;

logic executable by a computing device configured to instruct a programmable device to store the information as records within defined fields;

logic executable by a computing device configured to instruct a programmable device to provide, to a user, a search window that includes a plurality of search fields, the plurality of search fields configured to receive user-defined search criteria, the plurality of search fields

including a first search field configured to facilitate a search of a predetermined first criteria, the first criteria being about the advertisement, the plurality of search fields including a second search field configured to facilitate a search of a predetermined second ~~search~~ criteria, the second criteria being criteria about the user, the plurality of search fields including a key field configured to facilitate a search across the first search field and the second search field;

logic executable by a computing device configured to instruct a programmable device to receive a search request from a logic executable by a computing device configured to instruct a programmable device to receive at least one search term from the user; the at least one search term being associated with at least one of the defined fields;

logic executable by a computing device configured to instruct a programmable device to perform a search function according to the received search term; and

logic executable by a computing device configured to instruct a programmable device to transmit to the user at least a portion of information resulting from the search function.

36. (Previously Presented) The computer readable medium of claim 35, further comprising logic executable by a computing device configured to instruct a programmable device to provide at least one advertiser access to the information via at least one of the following: the Internet and a remote database client.

37. (Currently Amended) The computer readable medium of claim 35, wherein at least one field includes at least one of the following:

broadcaster identification ~~information~~; information; and  
advertiser identification information.

38. (Canceled)

39. (Previously Presented) The computer readable medium of claim 35, further comprising logic executable by a computing device configured to instruct a programmable device to charge a fee for accessing the information.

40. (Previously Presented) The computer readable medium of claim 35, wherein the advertisement information includes unpublished advertisements available through the advertisement content server.

41. (New) The system of claim 21, wherein the criteria associated with the user includes an address of the user.

42. (New) The system of claim 21, wherein the criteria associated with the user includes at least one of the following:

- a radio station to which the user listens; and
- a television station to which the user watches.

43. (New) The method of claim 28, wherein the criteria associated with the user includes an address of the user.

44. (New) The method of claim 28, wherein the criteria associated with the user includes at least one of the following:

- a radio station to which the user listens; and
- a television station to which the user watches.

45. (New) The computer readable medium of claim 35, wherein the criteria associated with the user includes at least one of the following:

an address of the user;

a radio station to which the user listens; and

a television station to which the user watches.